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September is Pedestrian Safety Month

Slow down and look out for walkers, bikers, and skaters

Ventura, Calif. – September is Pedestrian Safety Month, and the City of Ventura Police and Public Works Departments continue education and advocacy throughout the month encouraging the safety of people walking.

Based on data from the [Governors Highway Safety Association \(GHSA\)](#), in 2021, an average of 20 people every day die after being struck by a vehicle - an 11.5% increase from 2020 and a 40-year high.

“We remain committed to the safety of our residents when biking and walking in our neighborhoods,” shared Public Works Director Phil Nelson. “Active modes of transportation like walking and biking improves the quality of life in our community so it’s important for our drivers and pedestrians to watch out for one another.”

The City of Ventura shares the following safe driving and walking tips:

Drivers:

- Do not speed, and slow down at intersections. Be prepared to stop for pedestrians at marked and unmarked crosswalks.
- Avoid blocking crosswalks while waiting to make a right-hand turn.
- Never drive impaired.

Pedestrians:

- Be predictable. Use signalized crosswalks where drivers may anticipate foot traffic.
- Watch for approaching vehicles and practice due care crossing the street. At 30 mph, a driver needs at least 90 feet to stop.
- Make it easier for drivers to see you at night – wear light colors, reflective material and use a flashlight.
- Be careful crossing streets or entering crosswalks at night or on busier streets with higher speed limits.

“Community members should not feel in danger walking throughout our city,” said Commander Matt Cain. “Please slow down and stay aware of pedestrians. If we all look out for one another, we can all get where we need to go safely.”

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